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Peirce' Semiotics of Rinso Advertising's through Total Branding of Integrated Marketing Communication

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Abstract

The intense competition in the world of industry and business requires a company to be more creative to market its products. Companies will struggle to face their contenders without creativities, innovatives, and strategies to persuade prospectives consumers. One of the funnels to compete is to use advertising media. Advertising media as a means of communication used to deliver and disseminate messages which follow the marketing objectives, one of which is through total branding marketing. This study was to determine Charles Sanders Peirce's semiotic message based on the object, representant (sign), and interpretant with a qualitative approach through observation, content analysis, and data collection through library research. The results of the analysis of this research prove that advertising communication is no longer offering a clear and rigid product, but also through creative and attractive persuasive product of marketing. From a semiotic point of view, it can be seen that advertising does not only provide information about a product or service, it does not only try to market the product persuasively but has extended to specific situation conditioning in the target market. By using this Rinso Warna product, through advertisements, it can be seen that the stain on the clothes will disappear in the first wash, where the color of the clothes will be maintained even after several washing processes, hands will feel smooth.

Keywords: Advertising; Integrated Marketing Communication; Peirce Semiotics; Total Branding.

INTRODUCTION

Along with the fast development of the times, many companies are competing fiercely in order to get the top marketing position on their products which are marketed. This is done by making superior products and program variations as the hallmark of the company with the aim of getting new customers and retaining old customers (Ulfa & Marta, 2017). Integrated marketing communications (Luxton et al., 2015) starting in the 1980s, as many companies began to seek a broader perspective for marketing communications and the need for a more integrated strategy from the promotional tools which have been used by companies. This marketing communication represents all the elements in the marketing mix which facilitate

exchange by creating a meaning which is disseminated to customers or clients (Patti et al., 2017).

As a progress to the various existing marketing communications, there are several terminologies which become the basic concepts of a marketing communication strategy, one of which is the term Total Branding. The term total branding leads to a concept in using all aspects intentionally and actively to communicate brand values, from brand packaging to providing identity, how to engage consumers' sense of touch (through form, structure and materials) and the sense of sight, how to use design to communicate brand benefits and personality that are not just product features. In this total branding, the company maximizes all aspects, from suppliers, competitors and distributors. How companies introduce themselves to the public with all branding efforts, is part of the implementation of total branding marketing (Sampurna, Tandian, et al., 2020).

The effectiveness of the integration process of marketing communication activities can also be maximized by considering the goals and objectives of marketing communications, product or company brand positioning, company budgets, research and evaluation results, and factors affecting the effectiveness of marketing communication activities (Ulfa & Marta, 2017). These things must be considered carefully in integrating the elements of marketing communication (Spotts et al., 1998).

One company which is consistent in conducting marketing communications with various branches in several countries is Unilever Indonesia. In 1970, after realizing the country's market potential, Unilever brought Rinso to Indonesia with a motto "Berani Kotor itu Baik (Dare to be Dirty is Good)". This has proven to be a smart move as Rinso is a leader in detergent markets. This company always improving with communication, since communication can be done directly through face to face, or indirectly through media or communication technology (Yusriyah et al., 2020).

In conducting marketing communications, Rinso often creates advertisements to support his products. Advertising is a tool in marketing communication that is quite popular. Marketing communication through advertisements on the internet facilitates the introduction of a product or service globally that knows no distance (Marta & Agustin, 2014). Advertising is an information medium that is made in such a way as to attract public interest, be original, and have certain and persuasive characteristics so that consumers or audiences are voluntarily motivated to take action according to what advertisers want (Pujiyanto, 2003).

Advertising is a complex form of communication which operates to pursue goals and uses strategies to influence consumers' thoughts, feelings and actions (Moriarty, 2001). In this era of globalization, advertisements and promotions are carried out not only in print and

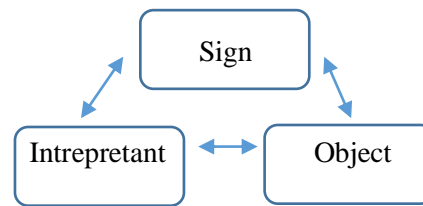
electronic media, but many producers choose to advertise and promote on new media, such as YouTube (Tianotak & Asy'Ari, 2019). Generally, YouTube videos are video clips, movies, TV, and documentary (Agustina et al., 2020). Apart from promoting a product or service, the display of an advertisement presents another sign related to the culture which exists in the life of the community where the advertisement appears.

Via a 45 second long YouTube ad (Official, 2019), Rinso invites his audience to see how great Rinso Warna is, which is illustrated by a clown who is synonymous with cheerful colors. Through this ad, we could see sign, intepretant, and object of the semiotics analysis Charles Sanders Peirce. Seeing the richness of the signs, object and interpretant concepts behind Rinso's advertisement "Berani Kotor itu Baik (Dare to be Dirty is Good)", the researcher is interested in conducting semiotics Peirce in order to analysis and understand meanings in the ad.

RESEARCH METHODS

This study uses a qualitative approach within fantasy theme analysis method. A qualitative approach is used to be able to analyze more deeply and interpret existing conditions or relationships, ongoing processes, ongoing consequences, or developing phenomena (Moleong, 2007). Qualitative research is conducted because the researcher wants to explore unquantifiable phenomena which are descriptive in nature such as the process of a work step (Andriany et al., 2019) the formula for a recipe, the notions of a variety of concepts, the characteristics of a good and a service, pictures, styles, procedures for a culture, physical models or artifacts and so on (Šerić, 2018).

Qualitative research as a research method based on the philosophy of postpositivism, is used to examine the conditions of natural objects, where the researcher is the key instrument. Data collection techniques by triangulation, inductive or qualitative data analysis, and qualitative research results emphasize meaning rather than generalization (Octaviani Lukman, 2014). This research is shown to describe the existing phenomena, both natural and human engineering, which pay more attention to the characteristics, quality, linkages between activities (Widyaningrum, 2016) because this research intends to understand the phenomenon of what is experienced by research subjects holistically, and by way of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2007).



Gambar 1. Teori Segitiga Makna Peirce
Sumber : (Hartono & Sugalih, 2019)

By using semiotics as a method, the researcher would like to see objects through the display of advertisements in which there are signs, messages, codes as well as the subject of the advertisement. This research refers more to the context of giving meaning from the interpretation of the Charles Sander Peirce method, which includes (1) Sign / Ground, which consists of: a. Qualisign (a sign based on a trait), b. Sinsign (sign which is a sign based on its appearance in reality or metaphor that is done) and c. Legisign (a sign which is a sign based on a generally accepted regulation and all language signs are a code) (Potter, 1985).

(2) Objects consisting of: a. Icon (something that performs a function as a marker similar to the shape of the object), b. Index (something that performs its function as a sign indicating its sign), and c. Sumbol (something that performs a function as a sign whose convention is commonly used in society). (Suparno & Kusumoriny, 2020)

(3) Interpretant which consists of: a. Rheme or seme (a marker related to the understanding of the object of the sign for the interpreter), b. Dicent / decisignpheme (marker that displays information about the marker), c. Argument (a marker whose final marker is not an object but becomes a rule) (Fitria, 2019).

For Peirce, signs something in which to somebody for something in some respect or capacity. There are three aspects to the triadic relationship, namely sign/representamen, object, and interpretant. Based on this concept, it can be said that the interpretant (or understanding) can apply personally, socially, or depending on certain contexts. The interpretant is the understanding of the meaning that comes from the recipient of the sign. In short, this understanding is a sign that is formed through the interpretation of the meaning based on knowledge of the sign system that exists in the knowledge of individuals, socially, or in a society. (Suryandari et al., 2019).

RESULTS AND DISCUSSION

Marketing is a social process where individuals and groups get what they need through creating offers and determining products or values with other parties (Prasetya et al., 2020). Unilever Indonesia continues to develop its marketing and grows to become one of the leading

companies for Home and Personal Care and Foods & Ice Cream products in Indonesia. The Unilever Indonesia product range includes top brands which are loved in the world such as Lifebuoy, Pepsodent, and others, where one of the detergent products released is Rinso. In Indonesia, Rinso was launched in 1970 as the first detergent brand in the country and is well known for its motto “Berani Kotor itu Baik (Dare to be Dirty is Good)” (Sampurna, Agustina, et al., 2020).

In 1995, Rinso issued an advertisement for his new product, "Color Rinso", in which the ad tells the story of 2 clowns wearing colorful clothes who are chatting and throwing chocolate cakes on their clothes for the sake of having a washing competition washing clothes using their preferred detergent clown A used regular detergent while clown B used Rinso warna detergent.

Advertising does not just convey information about a product, but advertising also has the nature of "encouraging" and "persuading" the audience to like, choose, and then buy. Advertising as a semiotic object has a fundamental difference from three-dimensional designs, especially product designs. Advertising, like mass communication media in general, has a direct communication function, while a product design has an indirect communication function (Marta et al., 2019). Therefore, in advertisements, there are aspects of communication such as messages which are the main element, where the appearance of the product is one of the supporting aspects that give each other meaning (Nadube, 2018).

Ideally, an advertisement has sign elements in the form of objects that can be narrated, the context in the form of environment or daily events, individuals or other creatures that emphasize aspects of meaning in objects, and text in the form of writing, symbols, or images, in order to strengthen the meaning want in shape. Through Peirce's semiotics, there are signs, objects, and intrepetants, as in the following table:

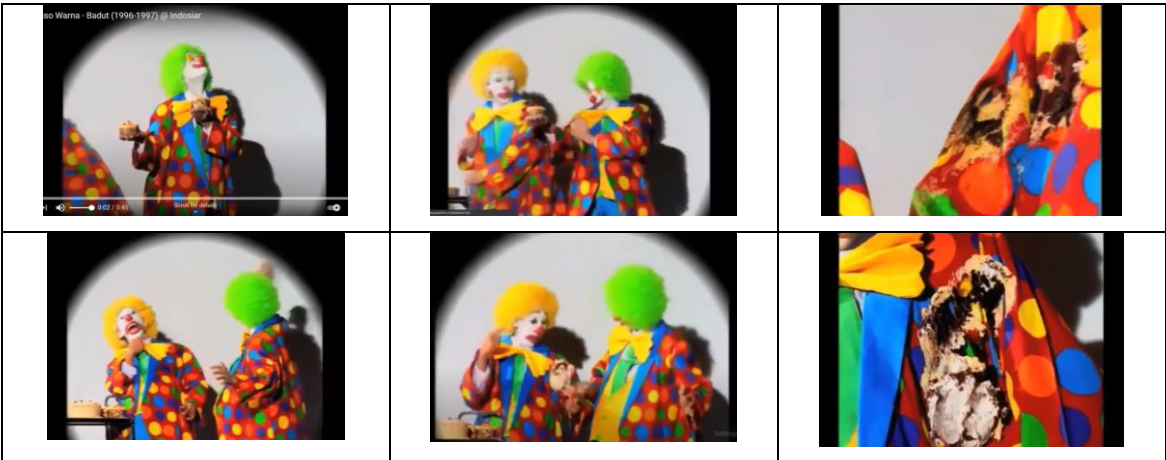




Table 1.
Time duration 00:00-00:12 Rinso Warna ad cut

In table 1, you can see a scene where a green haired clown is holding 2 cakes, but accidentally, the food falls on his clothes. The yellow clown seemed to laugh at the stains on the green haired clown's clothes, but the green-haired clown replied and threw the cake at the yellow-haired clown's clothes. Suddenly, the yellow clown was shocked and challenged the green-haired clown to wash the cake stains according to the following narrative, “*ayo, kita cuci*” (Lets wash), “*oke, siapa yang takut*” (Dare!).

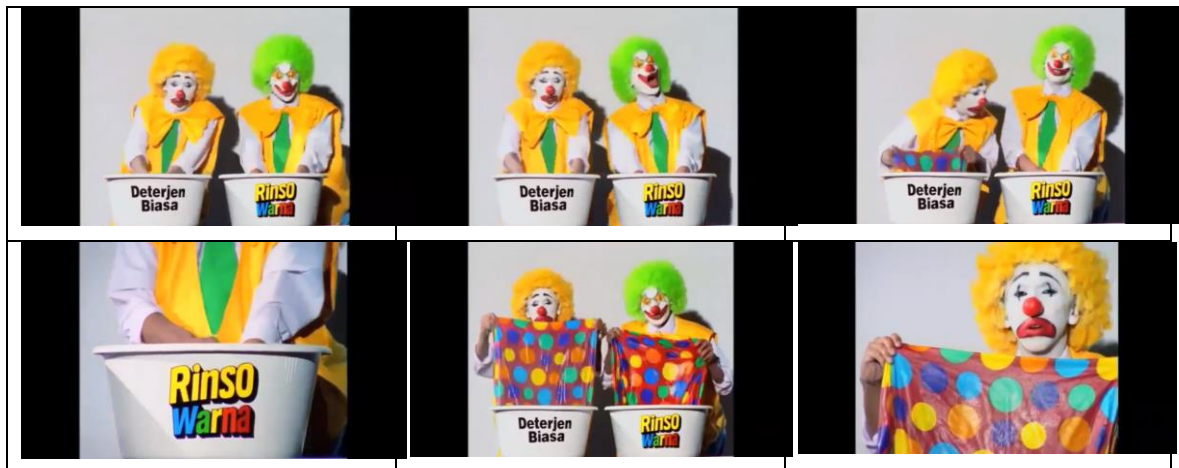


Table 2.
Time duration 00:13-00:20 Rinso Warna ad cut

In table 2, this is the main scenario in this Rinso Warna advertisement. You can see, the two clowns are washing their clothes, where the yellow haired clown uses the usual detergent, while the green haired clown uses color rinso. Visibly, they lifted their laundry, where the yellow haired clown looked unhappy, which could be seen from his sullen face. There is a narrative, “*bagaimana, menghilangkan noda ini tanpa memudarkan warnanya?*” (How to remove the stain without fading the color?)

In psychology, a sullen face is part of a sad expression (Smith & Rossit, 2018). Sad expressions, apart from being visible in the shape of the mouth, can also be seen through eye gaze, gestures, and intonation when a person or group of individuals is talking (Septianto, 2014). There are many signs that make up the meaning both visually, facial language, body language, and typography in an advertisement (Hareyah, 2017).



Table 3.
Time duration 00:21-00:32 Rinso Warna ad cut

In the scene table 3, you can see visually the result of washing the comparison between ordinary detergent and Color Rinse. In this scene, there is a supporting audio in the form of a narrative, *“baru, dari Rinso! Rinso Warna, menghilangkan noda membandel pada pencucian pertama tanpa memudarkan warna, bahkan setelah dicuci berulang kali, warna tetap cemerlang”* (new, from Rinso! Rinso Color, removes stubborn stains on the first wash without fading the color, even after repeated washing, the color remains brilliant)

As we know, red is often associated with passion, strength, power, and even danger. The red color in this advertisement is also a symbol of the hope of Rinso's product, both strength and power will be a good detergent, as well as a danger to its competitors.

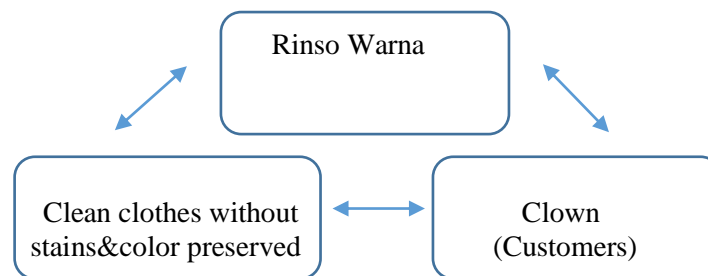


Table 4.
Time duration 00:33-00:45 Rinso Warna ad cut

In the 5th table scene, you can see the color comparison scene, where the yellow-haired clown also gives a statement to the green-haired clown, *“seperti baru, ya”* ("like new, huh") where the green haired clown confirms with a nod of his head, *“dan, lembut ditangan”* (and, soft in the hand) while touching the surface of his hand . At the end of the scene, the green haired clown is seen holding the color rinso, and in that scene there is also a statement regarding

the color rinso which is the tagline, '*Menghilangkan noda, memelihara warna*' (Removes blemishes, preserves color.)

Overall, using Peirce's theory, known as a triangle of meaning consisting of a sign, object, and interpretant, it can be said that this advertisement has a depiction that produces interpretants to consumers who see the advertisement. The logic that Rinso wants to build is, clothes that are clean without stains and the color of the clothes are preserved are those used by green-haired clowns, where green-haired clowns use Color Rinso, so that clean clothes without stains and color are preserved using color Rinso.



Gambar 2 Triangle meaning Pada iklan Rinso Warna
Sumber: analisa peneliti

Rinso, this time choosing a clown as an actor from his product. In general, detergent products are products that target the market for housewives, (Barek & Ismaya, 2016) so that through the total branding approach, it can be seen that Rinso makes various efforts to be close to his customers, and aims to compete with his competitors through expanding the target market. This icon (or object) reflects the Rinso Warna product as a detergent product for various circles, especially those who want to remove stains in the first wash, maintain color, and keep hands soft even after the washing process.

Communicating advertisements is a process of delivering messages in a simple, creative, and up to date manner from producers to consumers. Rinso, through this Rinso Badut ad, has made a comprehensive advertising concept in communicating its products to a wide audience, as said by the green-haired clown, "*oke, siapa yang takut*" (OK, who's afraid!), when the yellow-haired clown challenged him to wash the stains on clothes. This sentence indirectly compares Color Rinso with its competitor's detergent products, if you use other detergent products, you cannot maintain the maximum color quality of the clothes like the scene in table 2.

Cleaning stains and treating clothes color is a pretty draining and time-consuming routine. Rinso Warna recognized this as an opportunity to promote its products. By offering a one-time rinse detergent product, the stain will disappear, the color of the clothes will be

maintained, and the hands are soft. This is supported by the illustration of stain removal during the first wash, and the gentle hand illustration by the clown. The illustration simply emphasizes what Rinso Warna wants to convey.

The deconstruction that appears in the advertisement is through total branding, we can also see it through the colors, expressions, intonation, and scene in the video ad. All aspects both from product packaging, object selection, which can be seen or heard by the senses, build meaning for each other (Sampurna, Tandian, et al., 2020). The various colors on the packaging indicate the joy and variety of colors that can be maintained through this product, as well as the colors illustrated on the clown outfit. A strong brand identity (Danar et al., 2020) Even with Rinso as a laundry detergent product, I was able to increase Rinso Warna which is one of its products.

CONCLUSIONS AND RECOMMENDATIONS

From the semiotic analysis of Charles Sanders Peirce in the Clown Color Rinso advertisement through Total Branding marketing, researchers can conclude that advertising is no longer just saying "Belilah!" (Let's buy), but it is far away and has even followed the times and has taken various approaches in achieving its goals. Objects or characters in advertisements, packaging, and video scripts have been arranged in such a way as to offer a condition of "removing blemishes, preserving color". Starting from the challenging illustration in washing, where Color Rinso is not afraid or worried about it, but cheerfully washes clothes easily, illustration color comparison of clothes, to illustrations of washing repeatedly using color rinso.

From a semiotic point of view, it can be seen that the function of advertising is not only to provide information on products and services, but also to market the product so that it is used by the audience persuasively. The advertising production process has widened following the conditioning of the situation and conditions that occur in the target market. Semiotics is also able to present a sequence of processes so as to deliver creative advertising work as a step that can be understood by its target market, and adjusts to every aspect of marketing to be achieved. Through total branding, not only aspects of suppliers, competitors and distributors, but also through brand identity so that it can encourage or induce indirectly to product sales.

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